

## Message Text

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67

ACTION EUR-25

INFO OCT-01 ADP-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-15 USIA-15

SCI-06 CPR-02 NASA-04 RSR-01 CU-04 /111 W

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R 261710Z JUL 73

FM AMEMBASSY ROME

TO SECSTATE WASHDC 0008

INFO AMCONSUL FLORENCE

UNCLAS ROME 7444

E.O. 11652: N/A

TAGS: TSPA, SG, IT

SUBJECT: APOLLO 17 LUNAR SAMPLE PRESENTATION

1. AMBASSADOR PRESENTED LUNAR SAMPLE TO PRESIDENT LEONE ON JULY 25 AT 12:15 P.M. IN CREMONY AT QUIRINALE. THERE WAS BOTH TELEVISION AND PRESS COVERAGE OF PRESENTATION.

2. PRESENT AT CEREMONY WERE MINISTER FOR SCIENTIFIC RESEARCH PIETRO BUCALOSSI; DR. COSTANTINO ANZI, DIRECTOR OF MUSEUM OF SCIENCE AND TECHNOLOGY IN MILAN WHERE LUNAR SAMPLE WILL BE DISPLAYED, AND GINO NAPPO, ITALIAN PARTICIPANT IN INTERNATIONAL YOUTH SCIENCE TOUR. DCM AND AMBASSADOR'S SPECIAL

ASSISTANT ATTENDED CEREMONY.

3. AMBASSADOR MADE HIS REMARKS IN ITALIAN AND CONTENTS FOLLOWED FAIRLY CLOSELY SUGGESTED REMARKS IN STATE 129075. MENTION WAS MADE OF US-EUROPEAN NEGOTIATIONS ON SPACE SHUTTLE AND

US-ITALIAN COOPERATION ON SAN MARCO PROJECT. PRESIDENT LEONE REMINDED HIS AUDIENCE THAT ITALIANS HAVE FOLLOWED APOLLO PROGRAM WITH GREAT INTEREST, TREPADATION AND EXPECTATION.

"THIS CONQUEST WAS GREAT REALITY, WHICH WAS DUE TO WILL OF UNITED STATES, TO ITS IMPORTANT FINANCIAL COMMITMENT AND TO COLLABORATION OF AN INTERNATIONAL CHARACTER...." THE

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PRESIDENT WENT ON TO PRAISE GREAT SCIENTIFIC BENEFITS FROM

APOLLO AND IN PARTICULAR IN MEDICAL FIELD. HE CONCLUDED THAT "ITALY WILL BE, IN LIMITS OF ITS POSSIBILITIES, BESIDE YOUR PEOPLE IN ORDER THAT OTHER CONQUESTS ARE DELIVERED TO HUMANITY AND NEW DOORS OPEN TO THOUGHT AND HUMAN SCIENCE." COMPLETE TEXT OF AMBASSADOR'S AND PRESIDENT'S REMARKS TO BE POUCHED.

4. MEDIA COVERAGE WAS EXCELLENT. PRIME-TIME EVENING TELEVISION NEWS PROGRAM HAD SEGMENT COVERING PRESENTATION WITH CLOSE UP OF LUNAR SAMPLE PLAQUE. MANY OF IMPORTANT ITALIAN NEWSPAPERS CARRIED STORY OF PRESENTATION. /IL POPOLO/ OF ROME, FEATURED PICTURE OF PRESENTATION UNDER HEADLINE "NIXON GIVES LUNAR FRAGMENT TO LEONE". ARTICLE CONTAINED EXTENSIVE QUOTES FROM REMARKS OF AMBASSADOR AND PRESIDENT LEONE. COVERAGE IN ROME'S /MESSAGGERO/, /RESTO DEL CARLINO/ OF BOLOGNA AND /IL MEZZORGIO-RNO DELL'ABRUZZO/ WAS SIMILAR WITH PHOTO AND SUBSTANTIAL ARTICLE. /IL TEMPO/ AND /AVANTI/ BOTH CARRIED PHOTO AND DESCRIPTION OF CEREMONY. NEWS CLIPPINGS TO BE POUCHED.VOLPE

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**TAGS:** TSPA, SG, IT  
**To:** SECSTATE WASHDC FLORENCE  
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